

# Idit Frenkel, Product Designer UX/UI

Berlin based, curious about how people think and behave, love asking questions so I can create better products. Studying Psychology and Music, AI ready.

## Employment

### **Sr. Product Designer, Haaretz Group** *Aug 2023 - Present*

Leading user-centered UX and award-winning editorial design, driving engagement through accessible, effective visual storytelling.

**Runner Up, European Press Prize 2025** [View project](#)

### **Product Researcher - Editor, Wix** *2019 - 2023*

Merged user research, cohort growth strategies, and iterative design to optimize conversion rates across diverse user segments.

**Improved time-to-publish of users' websites with a new website-builder**

### **Content Designer - Templates, Wix** *2015 - 2018*

Developed content categories for templates based on data-driven research, and a fusion of UX, information architecture, and user-centered design.

**Revamped Education templates, boosting conversion by 21%.**

### **Co-Founder and Lead Designer, RSVP Agency** *2010 - 2015*

Led a team of six, driving the studio's UX and UI design direction and delivering end-to-end creative WordPress solutions.

**RSVP Studio was named one of Israel's leading web design agencies in 2012.**

### **Lead Product Designer, Aniboom (closed 2011)** *2008 - 2010*

### **Web Designer, walla.co.il** *2003 - 2007*

## Education

### **BA Psychology & Music**

The Open University, Tel Aviv *Expected graduation: 2027*

### **User Experience Extensive Program**

Create College, Tel Aviv *2021-2022*

### **Foundation Visual Communication**

Vital College, Tel Aviv *1998-1999*

## Contact

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## Skills

UX/UI

Vibe Coding

Design Systems

Product Design

UX Research

Visual Storytelling

Editorial Design

Content Strategy

English - Fluent (C2)

Hebrew - Native

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